



TENNESSEE ARTS COMMISSION STRATEGIC PLANNING PUBLIC MEETING

JANUARY 13, 2014

STAX MUSEUM OF AMERICAN SOUL MUSIC



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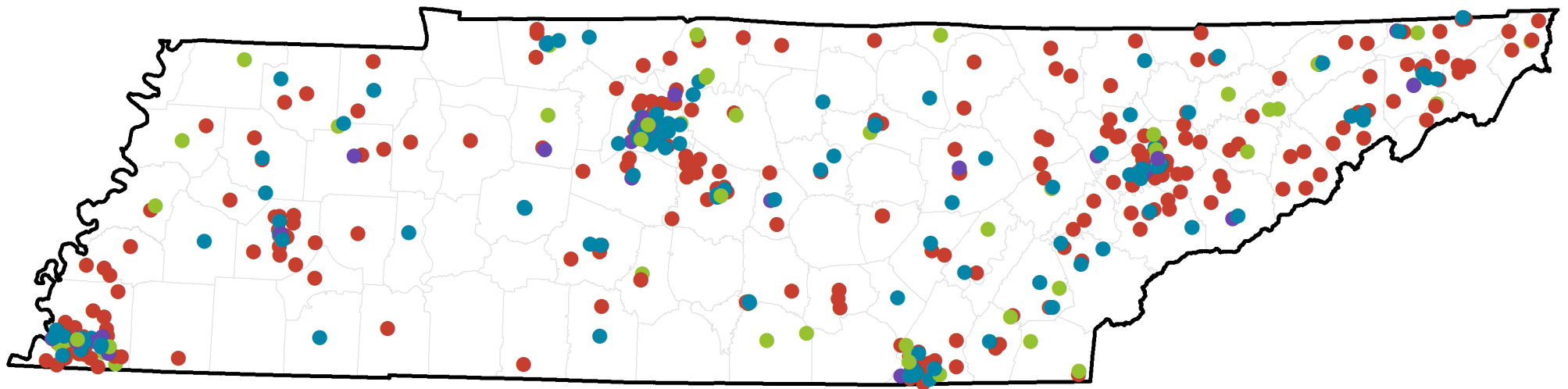
CREATING THE FUTURE IN TENNESSEE

MEETING AGENDA

- INTRODUCTIONS
- PRESENTATION: WHY ARE WE HERE?
- PANEL DISCUSSION
- ROUND-TABLE DISCUSSION



Tennessee Arts Commission FY2014 Grants



PROGRAM

● ABC ● EDUCATION ● OPERATING ● PROJECT





CREATING THE FUTURE IN TENNESSEE

TOP COMMUNITY BENEFITS OF THE ARTS



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2. Fostering community pride



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6. Improving education & life-long learning



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7. Promoting community cohesion, celebrating diversity & promoting tolerance



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8. Attracting business



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9. Engaging at-risk youth in positive activities



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8. Attracting business
9. Engaging at-risk youth in positive activities
10. Providing employment & jobs



CREATING THE FUTURE IN TENNESSEE

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- Catalyze community revitalization



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- Help mature industries become more competitive
- Provide the critical ingredients for innovative places
- Catalyze community revitalization
- Deliver a better-prepared workforce



CREATING THE FUTURE IN TENNESSEE

JOBSE
EDUCATION
ECONOMIC GROWTH
WORK SKILLS

Governor Haslam has identified **entertainment**
as one of 8 target clusters where Tennessee
has a **clear competitive edge**



CREATING THE FUTURE IN TENNESSEE



CREATIVITY IS THE MOST
IMPORTANT LEADERSHIP
COMPETENCY FOR
THE FUTURE

- IBM INSTITUTE FOR BUSINESS VALUE SURVEY OF CEO'S, 2010



CREATING THE FUTURE IN TENNESSEE

NATIONAL STUDIES SAY ARTS EDUCATION BUILDS





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- CREATIVITY





CREATING THE FUTURE IN TENNESSEE

**NATIONAL STUDIES SAY
ARTS EDUCATION BUILDS**

- **CREATIVITY**
- **PROBLEM-SOLVING**





CREATING THE FUTURE IN TENNESSEE

NATIONAL STUDIES SAY ARTS EDUCATION BUILDS

- **CREATIVITY**
- **PROBLEM-SOLVING**
- **COLLABORATION SKILLS**





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NATIONAL STUDIES SAY ARTS EDUCATION BUILDS

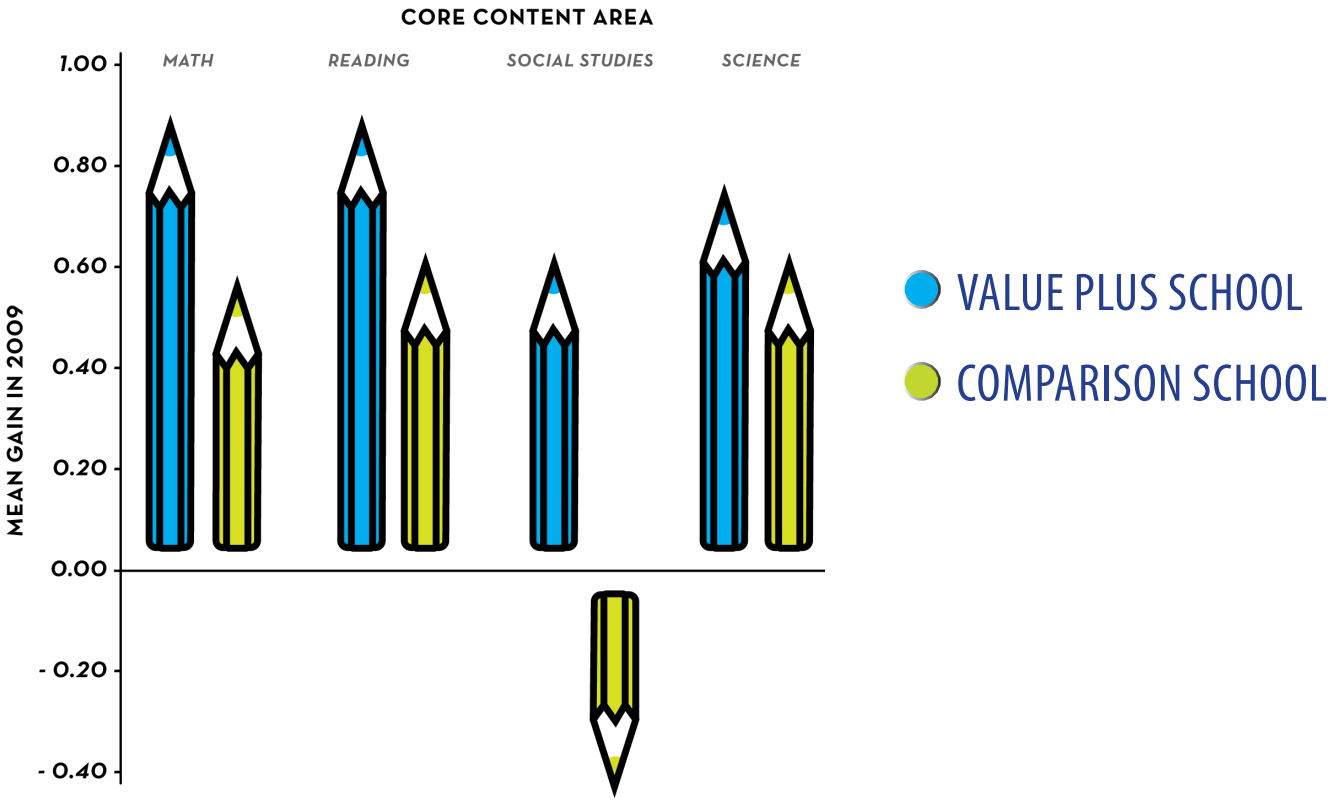


- CREATIVITY
- PROBLEM-SOLVING
- COLLABORATION SKILLS
- ACADEMIC GAINS



CREATING THE FUTURE IN TENNESSEE

CHANGING TENNESSEE SCHOOLS THROUGH ARTS INTEGRATION





CREATING THE FUTURE IN TENNESSEE

78% OF ARTS
ORGANIZATIONS
SURVEYED SAY

NOT ALL CHILDREN HAVE ACCESS TO
HIGH QUALITY ARTS EDUCATION



CREATING THE FUTURE IN TENNESSEE

3

BIGGEST CHALLENGES:



CREATING THE FUTURE IN TENNESSEE

3

BIGGEST CHALLENGES:

- FUNDRAISING (78%)



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BIGGEST CHALLENGES:

- FUNDRAISING (78%)
- ADVOCACY (55%)



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3

BIGGEST CHALLENGES:

- FUNDRAISING (78%)
- ADVOCACY (55%)
- AUDIENCE DEVELOPMENT (54%)



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3 TOP PRIORITIES



CREATING THE FUTURE IN TENNESSEE

3 TOP PRIORITIES

- PROVIDING FUNDING



CREATING THE FUTURE IN TENNESSEE

3 TOP PRIORITIES

- PROVIDING FUNDING
- FOSTERING ARTS IN SCHOOLS



CREATING THE FUTURE IN TENNESSEE

3 TOP PRIORITIES

- PROVIDING FUNDING
- FOSTERING ARTS IN SCHOOLS
- ADVOCATING FOR THE ARTS



CREATING THE FUTURE IN TENNESSEE



ONLY 33%
OF RESPONDENTS FEEL
THE ARTS HAVE A SEAT
AT THE TABLE



CREATING THE FUTURE IN TENNESSEE



How are the arts positively impacting your community? Give specific examples.



What can we do beyond funding to get the arts to more children in your region?



What could we do to help the arts get “a seat at the table” in all Tennessee communities?



The panel will be moderated by Ann Coulter,
Principal, A. Coulter Consulting in Chattanooga

PANEL MEMBERS:

- **Patsy Camp**, TN Arts Commission Member, West TN Healthcare Foundation Member and Jackson Arts Council Past President
- **Bob Loeb**, Loeb Properties, Memphis
- **Gretchen Wollert McLennon**, Program Director, Authentic Assets and Communications, Hyde Foundation, Memphis
- **Tim Sampson**, Communications Director, Soulsville Foundation, Memphis



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tn.gov/arts